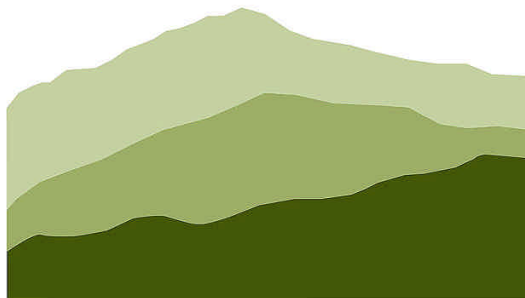


---

THE  
TRUST  
*for*  
PUBLIC  
LAND

---





# Conserving Land for People

The Trust for Public Land conserves land for people to enjoy as parks, gardens, and other natural places, ensuring livable communities for generations to come.

*TPL Mission Statement*



*James River Park and Trail, Amherst County*



# From the Atlantic to the Appalachians



***DelMarVa Peninsula - MD, VA, DE:  
1,400 ac***



***Central MD & VA: 12,000 ac***



***Appalachians - VA, WV, KY:  
80,000 ac***



# Connecting People to the Land



***Parks & playgrounds in cities and towns***



***Nationally and locally significant historic and cultural sites***



***Natural areas for people and critters***



***Working farms and forests***





# From Visioning to Stewardship

## The Treasures of the Tidewater Potomac

### Preserving the Tidewater Potomac

The Potomac River follows a winding, 200-mile course from the Allegheny Mountains to the Chesapeake Bay. North America's most biologically diverse estuary - passing through parts of West Virginia, Virginia, Pennsylvania, Maryland, and Washington, D.C. On this course, it waters through the foundation of American history as well as hundreds of communities - both human and wildlife. If we hope to continue to depend on this critical historic, economic, ecological, and recreational resource, we must protect it vigilantly.

The Potomac's 15,000-square-mile watershed offers a striking array of valuable natural resources in terms of its wildlife habitat, economic productivity, recreational accessibility, and historical and cultural significance. Indeed, the lower or tidewater Potomac, south of Washington, D.C., is recognized internationally for its importance to the survival of several fish and bird species. North America's major Asian migration routes converge in or pass through the region, and more than two hundred species of birds, including the American bald eagle, use the lower Potomac as a breeding ground. The first wildlife refuge ever established to protect the bald eagle lies along the tidewater Potomac at Mason Neck. The rare blend of fresh and saltwater environments in the tidal area also provides critical habitat for 70 species of fish.



Mason Neck, Fairfax County, VA (Courtesy: Mason Neck Land Conservancy)



Potomac National Park, Prince George's County, MD (The Trust for Public Land)

People have lived, worked, farmed, and fished along the Potomac for thousands of years. Europeans settled the valley during the 17th and 18th centuries, establishing enormous tobacco plantations that were a driving force behind the growth of our nascent economy during Colonial times. An economic boom along the shores of the Potomac led to the invention of sustainable agricultural practices, the introduction of new crops, and huge commercial fishing and shipbuilding industries. Ultimately, the river linked the eastern seaboard to the western territories.



Potomac River (bordered in Prince George's County, MD) (The Trust for Public Land)

To this day, we rely on the abundant natural resources of the Potomac River. It provides drinking water to 430,000 residents in the nation's capital alone. People depend on the Potomac for boating, fishing, swimming, hiking, and camping. Millions of people annually visit historic sites along the river that offer authentic testimony to America's founding. From George Washington's birthplace and Fort Detrick to key Civil War battlegrounds and the monuments of Washington, D.C., the lower Potomac watershed is the cradle of American history.



## Complex Conservation Deals

A report by the  
CHESAPEAKE BAY COMMISSION  
and  
THE TRUST FOR PUBLIC LAND

## Keeping Our Commitment

Preserving Land  
in the Chesapeake  
Watershed



CHESAPEAKE BAY COMMISSION  
Policy for the Bay



## Gwynns Falls Trail Charrette

## Gwynns Falls Trail Clean-up



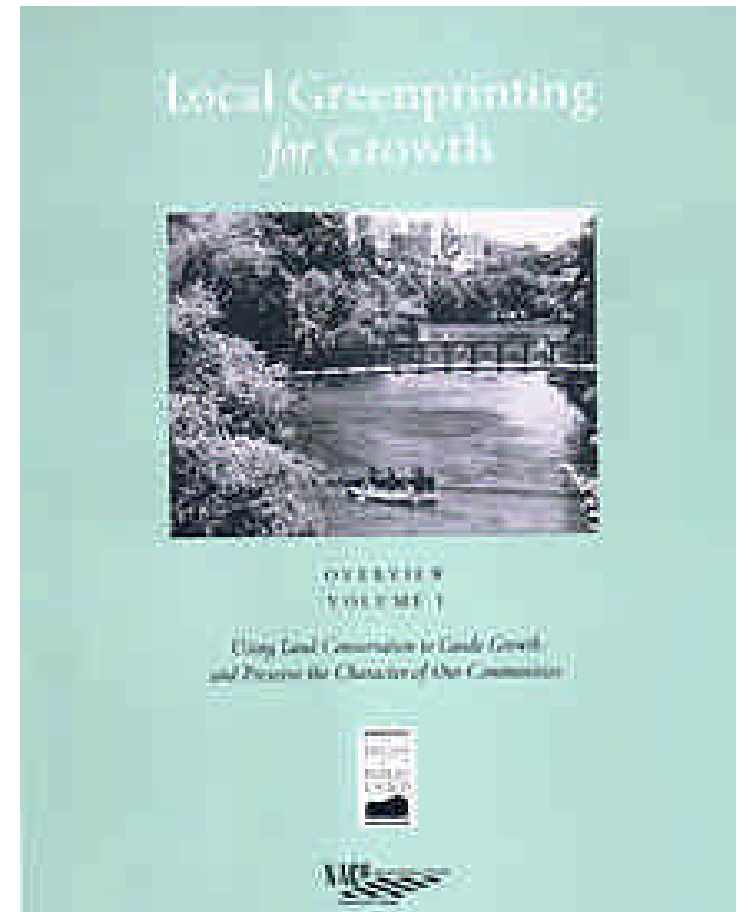
## Conservation Finance Strategies

## Signature Project Areas



## TPL's Conservation Services

- Conservation Vision
- Conservation Finance
- Conservation Transactions
- Conservation Stewardship







# Conservation Finance: Securing the Funding

- Explore state, federal and private funding sources.
- Conduct research into local fiscal alternatives.
- Assess priorities and community support.
- Design a public finance program that reflects public priorities and conservation challenges.

# State Policy Framework for Conservation Finance

1. Substantial, reliable dedicated funding
2. State enabling authority
3. Financial incentives for local conservation finance through ballot measures
4. Purchase of Developments Rights Program
5. Public Private Partnerships
6. Federal Partnerships
7. Tax Credits



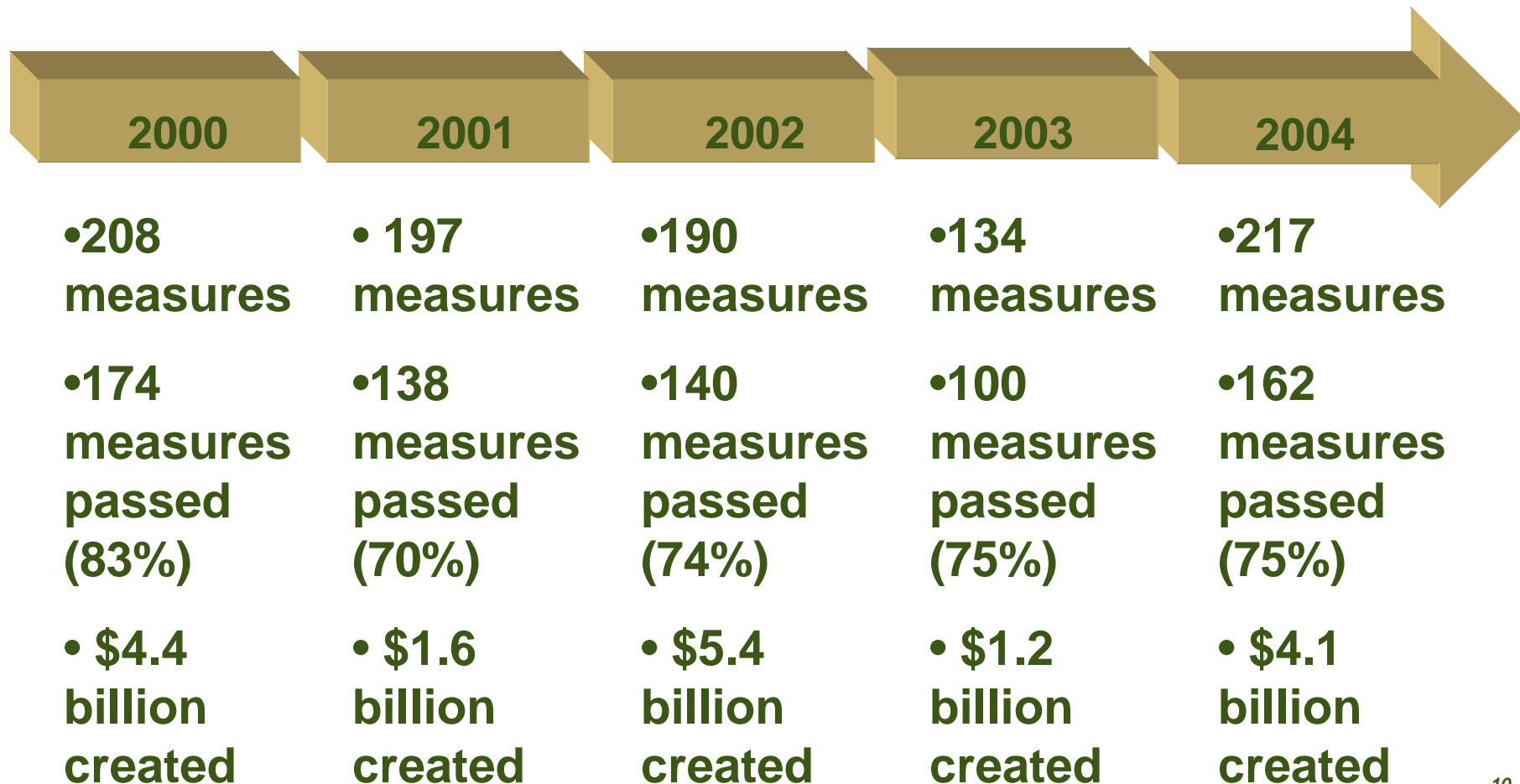


# Conservation Finance Best Practices

- ☐ Substantial, dedicated state funding
- ☐ Enabling authority
- ☐ Local financing
- ☐ Purchase of development rights
- ✓ Public-private partnerships
- ✓ Federal Partnerships
- ✓ Conservation tax credits

✓ Virginia State Programs

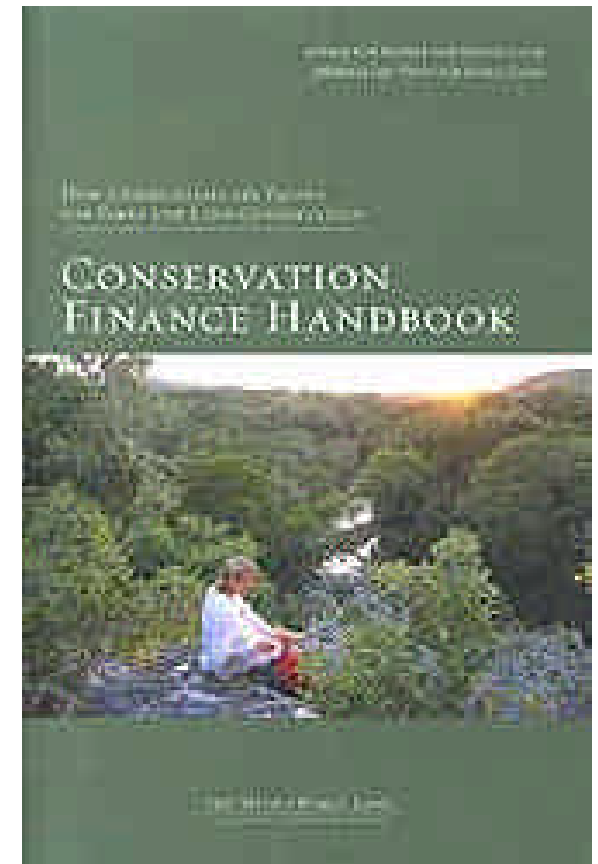
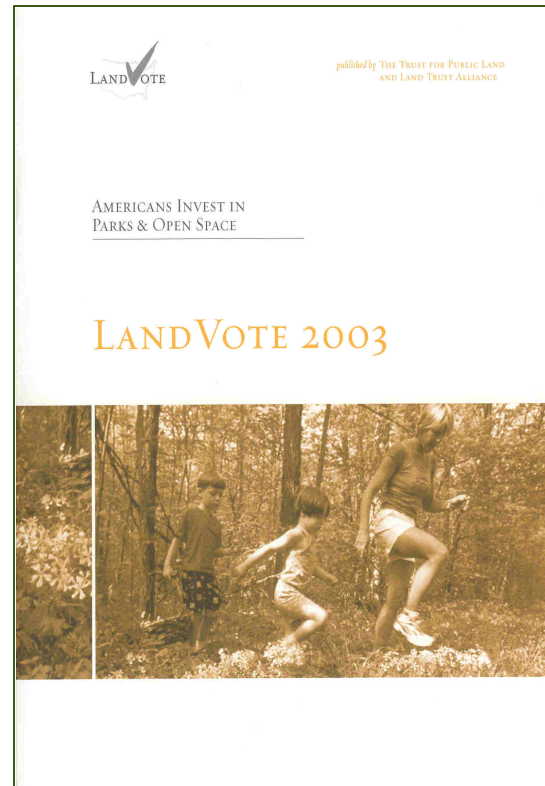
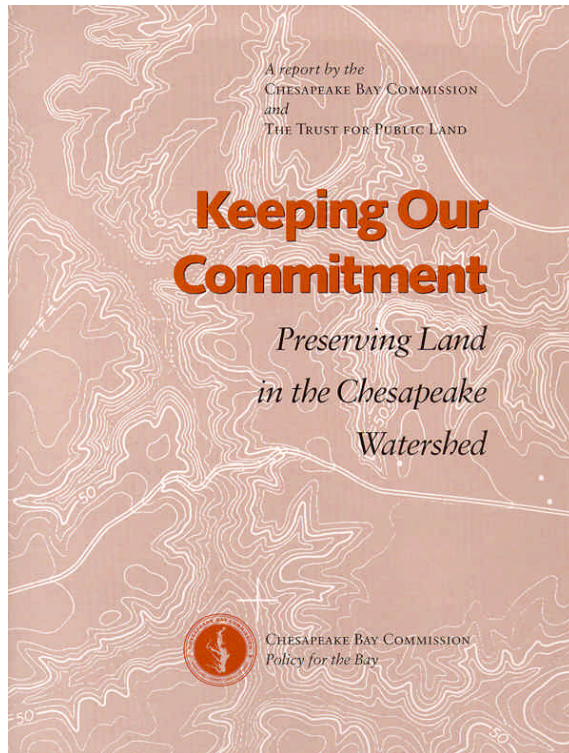
# Strong National Track Record: Open Space Ballot Measures







# Resources for Conservation Finance



# Conservation Transactions: Protecting the Land

- Identify protection priorities.
- Identifying appropriate conservation tools:
  - Donated land and easements.
  - Purchase of development rights.
  - Purchase land in fee.



Kiptokeke State Park, Northampton County



Mount Vernon's Viewshed





## Why Use a Non-Profit *Partner*

- Timing: land at risk before agency can act
- Landowner contact and education
- Confidentiality
- Multiple funding sources required
- Assemblages or partial acquisitions
- Able to hold land and easement
- Assist with management

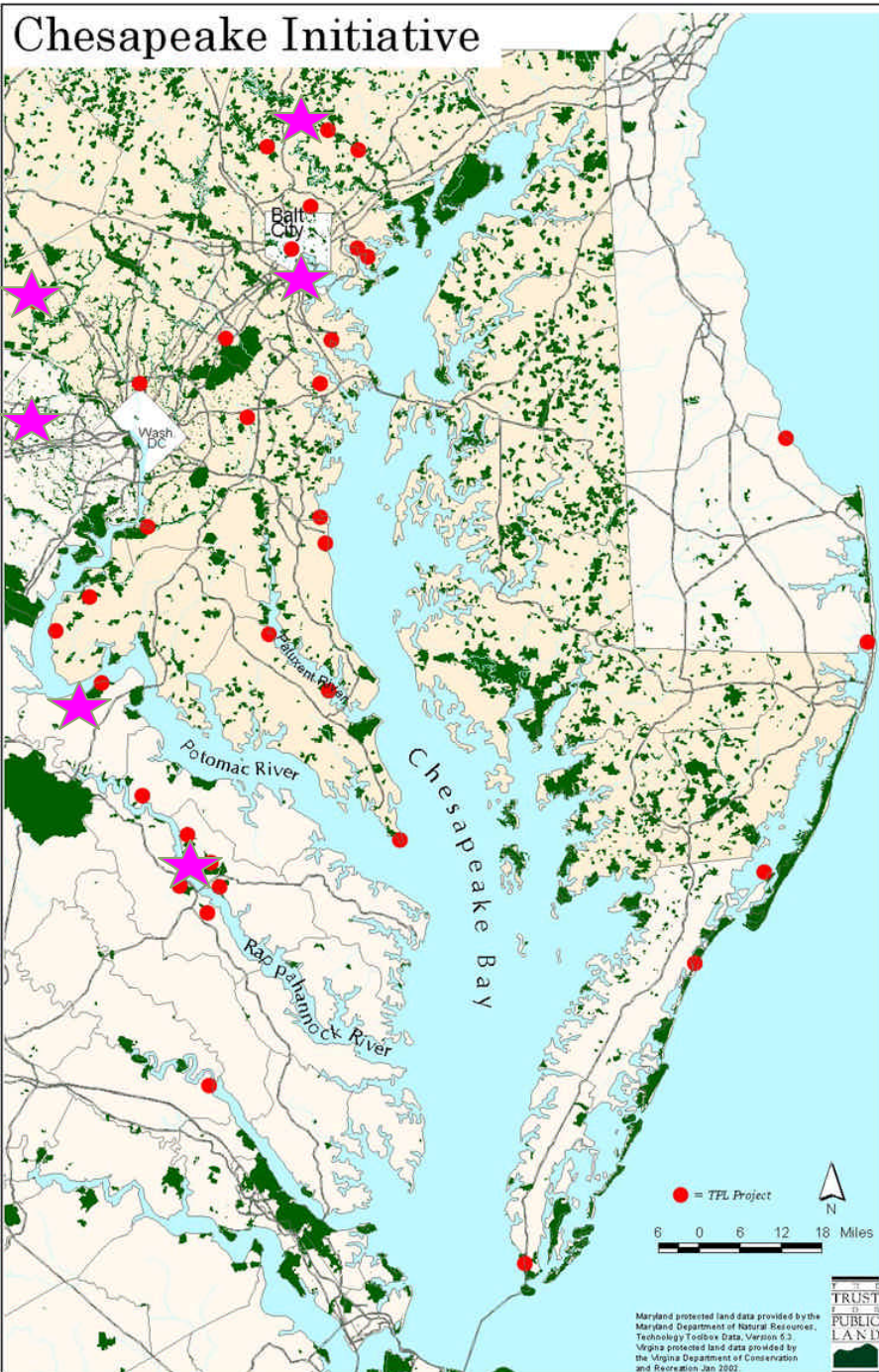
# Implementing Land Conservation: Conservation Services

- Property Research
- Landowner Negotiations
- Legal Control of Site
- Secure Funding
- Complete Due Diligence
- Conveyance of Property



*Portobago Creek: Buffering Fort A. P. Hill*





## Partnership Case Studies

- Gunpowder Falls, Baltimore County, MD
- Seneca Creek, Montgomery County, MD
- Catoctin Creek, VA
- Potomac River, VA
- Rappahannock River, VA
- Gwynns Falls Trail, Baltimore City, MD



## *Conserving a Watershed: Gunpowder Falls*



### **Gunpowder Youth Camps, Baltimore County, MD**

Buying a conservation easement protects critical natural resources such as drinking water and supports youth camps.



## *Protecting the Agricultural Reserve*



**Hoyles Mills Conservation Park, Montgomery County**

Acquisition of 800 acres surrounding historic Boyds and easement on 900, links 6,000 conserved acres, provides local park, and holds “the green line”

## *Conserving a Signature Landscape*



**Phillips Farm in Waterford, Loudoun County, VA**

Acquisition of 144 acres adjoining historic Waterford will protect the National Landmark designation by preventing the development of 14 houses and degradation of Catoctin Creek.



## *Conserving Multiple Resources*



### **Cedar Grove Farm, King George County**

Purchasing a conservation easement protecting historic and agricultural resources and creating a new state Natural Area Preserve protected 1,400 acres adjoining Caledon State Park on the Potomac River.



## *Conserving a Watershed*



### **Rappahannock River Valley National Wildlife Refuge**

A new Refuge was a community vision; partnerships have protected 6,000 acres. TPL has completed 7 projects protecting over 4,500 acres using a variety of funding sources leveraging VOF, TNC and State efforts.

# Creating Vibrant Cities

- Vibrant, lively communities require parks, trails and natural areas.
- **Gwynns Falls Trail:**
  - City-wide Vision
  - Public Finance
  - Land Acquisition
  - Implement landscape design and special projects





## Creating New Parks



Middle Peninsula State Park, Gloucester, VA



Widewater Peninsula, Stafford, VA

Using state bond funding, TPL has assisted in creating new state parks from the mountains to the bay.

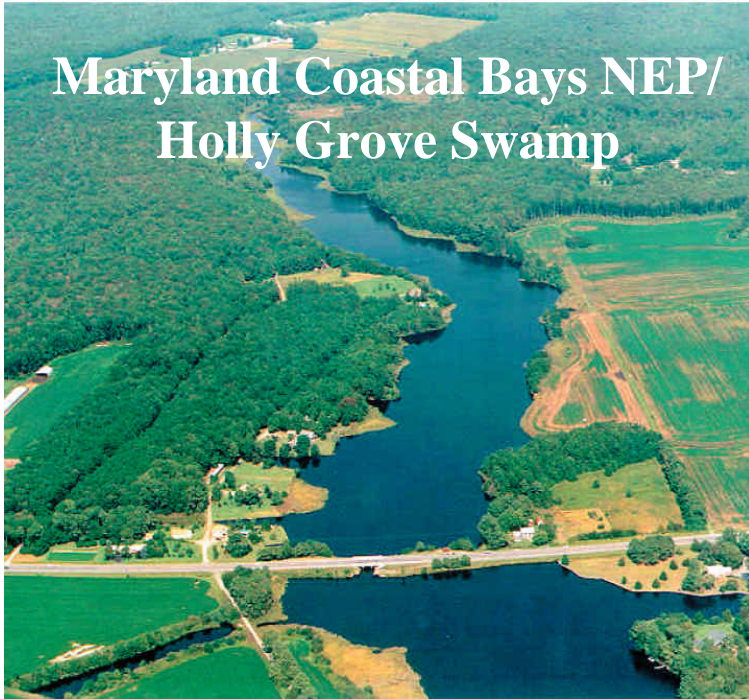


Seven Bends, Woodstock, VA



## CLECP Projects

Maryland Coastal Bays NEP/  
Holly Grove Swamp



York River State Park/NERRS

Innovative projects requiring  
new partners and funding  
matches.



Barnegat Bay, NJ



# **Trust for Public Land Chesapeake and Central Appalachians Field Office**

**(434) 736-2781 or (202) 543-7552**

**[www.tpl.org](http://www.tpl.org)**